

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents six topics. The six topics are Research Background, Research Problems, Research Objectives, Scope and Limitation, Research Significance, and Definition of Key Terms.

1.1 Research Background

Figurative language constitutes sentences or expressions used in a language that presents something different from the real meaning. Glucksberg (2001) states that figurative language has particular meaning that is different from the literal meaning. Figurative language has a deeper meaning from the literal meaning that makes figurative language cannot be analyzed only from the literal meaning. The differences in the figurative language make language have more varieties to express or present someone's thought and emotion. However, figurative language can be used in unwritten and written form. In the unwritten form, figurative language can be found in movie, radio and so on. Meanwhile, in the written form, figurative language can be found in comic especially in webtoon.

According to Indriyanti (2016), webtoon is a free online comic that can be found in web. In Line webtoon application (2019), webtoon has been translated into four languages which are Bahasa, English, Thailand, and China. Webtoon recruits newbie author to join them to make a new comic for the webtoon's zone. Webtoon also has many genres such as romance, drama, fantasy, comedy, thriller, action, horror, slice of life, heart-warming, superhero, sports, sci-fi, informative and historical (Indriyanti, 2016). Based on Line webtoon application (2019), one

of the best webtoons in genre romance of Line webtoon application that has 9.74 /10 ratings is Yumi's Cells.

Yumi Cells webtoon is a popular webtoon in Line Webtoon that has many readers. Yumi's Cells webtoon also has an interesting story. Yumi's Cells webtoon is an online comic about a girl named Yumi and her cells written and illustrated by a Korean man named Donggeon Lee and originally published by Naver Webtoon Corp. Yumi has many cells in her body especially in her brain like love cell, angry cell, hungry cell, and etcetera. The creator described those cells as mini-blue-hooded Yumi's who lives in Yumi's body. Those cells are controlling Yumi's body and Yumi's emotion. All of Yumi's actions and emotion are based on a discussion that is made by those cells.

The research of figurative language has also been investigated by the number of researchers such as Khoiriyah (2016), Yatma (2015), Masruri (2011). The title of the first previous study is "An analysis of figurative language used in movie script Frozen" that is done by Khoiriyah in 2016. Her study is looking for the types of figurative language used in movie script of Frozen and how the use of figurative language in the script helps to build the message conveyed in the Frozen movie. In the result of her research, she found that there are ten types of figurative language used in the Frozen movie script and sixteen figurative languages that can build the moral message.

The title of the second previous research is "A study on figurative language used in short stories written by O. Henry" which has been investigated by Yatma in 2015. Her research explains about two problems. The first problem is the types of figurative language in O. Henry's selected stories. The second

problem is to describe the meaning and the message of figurative language in O. Henry's selected stories. In the result of her research, she found that there are eight Similes data, six pleonasms data, five hyperbolas data, five rhetorics data, four repetitions data and, two metaphors data. The data based on four stories by O. Henry. Based on her findings, there are two kinds of messages from four short stories by O. Henry also; there are moral message and social message.

The title of the last previous research is "An analysis of figurative language on the lyrics of Westlife's selected songs" which has been investigated by Masruri in 2011. His research explains about the kinds of figurative used on the lyrics of Westlife's selected songs, the general meanings of lyrics in Westlife's selected songs and the message in every Westlife's selected song's lyrics. He used 10 songs of Westlife. He found that there are nine kinds of figurative language used in the lyrics of Westlife's selected songs and ten general meanings of every song that he selected from Westlife's songs.

Based on the research background, this research focused on figurative languages which are used mainly in Yumi's Cells webtoon. There are two reasons why the researcher wants to conduct this research. The first reason is there are no English Language Education Department of Muhamadiyah Malang (ELED) students who have conducted research about figurative language in a webtoon. The second reason is Yumi's Cells webtoon has an interesting story that attracts the researcher to know more about it. Then, the researcher becomes interested in it with the title "An analysis of figurative language used in Yumi's Cells webtoon".

1.2 Research Problems

1. What are the types of figurative language that were used in 'Yumi's Cells' Webtoon?
2. What are the meanings of the figurative language that were used in 'Yumi's Cells' Webtoon?
3. What is the dominant type of figurative language that was used in 'Yumi's Cells' Webtoon?

1.3 Research Objectives

1. To find out the types of figurative language that were used in 'Yumi's Cells' Webtoon
2. To describe the meanings of figurative language that were used in 'Yumi's Cells' Webtoon
3. To find out the dominant type of figurative language that was used in 'Yumi's Cells' Webtoon

1.4 Scope and Limitation

The scope of this research is specific on analysis of the figurative language used in Yumi's Cells Webtoon that written by Donggeon Lee. The Limitation of this research is Yumi's Cells webtoon that has been uploaded in Line Webtoon application on May 30, 2015 until November 18, 2015 which are episode 1 up to episode 50.

1.5 Research Significance

Theoretically, this research is expected to enrich the knowledge about figurative language and help to understand the figurative language better. Practically, this research is to give a contribution to the further researcher especially for English department's students who want to study about figurative language or for students who want to use this research as the previous research for their reference.

1.6 The Definition of Key Terms

Here are the key terms to avoid misunderstanding in this research as follows:

a. Figurative Language

Colston (2015) states that figurative language express the figurative interpretation beyond its real meaning (p.1)

b. Webtoon

Webtoon is a free digital comic service that allows the readers to enjoy the extensive library of exclusive featured webtoons and content on the open platform (Line webtoon application, 2019)

c. Line Webtoon Application

According to Kim (2015), Line webtoon application is a free platform both on the web and on mobile devices available for both iOS and android. Also, Line webtoon is a free service where fans can discover new webcomic content regularly.

d. Yumi's Cells Webtoon

Yumi's Cells webtoon is an online comic about a 32 years old office worker named Yumi and her thousand of brain cells that control

her emotion and action. The Yumi's Cell webtoon is still ongoing (in November 2018 until February 2019 is on hiatus). The comic has reached 349 episodes in Line Webtoon application on November 3, 2018.

